

Station KSNV-TV LAS VEGAS, NV    Agency ( ) STRATEGIC MEDIA SVCS    Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) HELLER FOR SENATE    3299 K STREET NW SUITE #200    Sales Office ( ) AMY MCCREARY  
 Product HELLER FOR SENATE    WASHINGTON, DC 20007    Salesperson ( )  
 Estimate#    Agency C/P1/P2/E    Flight Dates 09/05/2012 - 09/11/2012    Salesperson Phone# 215-568-6540  
 Buyer NEIL WILLIAMS    Hiatus Weeks    Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW.  
 HAVE NEWS IN PRIME AIRING 830-930P AND JEOP/WHEEL AIRING  
 930-1030P AFTER NFL. THANKS!

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	W-F		5A-6A	NEWS	:30	\$185.00	09/05-09/07	3	1	3	\$555.00	
				Buyline Comment: NEWS								
2	M-TU		5A-6A	NEWS	:30	\$185.00	09/10-09/11	2	1	2	\$370.00	
				Buyline Comment: NEWS								
3	M-TU		6A-7A	NEWS	:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
				Buyline Comment: NEWS								
4	W-F		6A-7A	NEWS	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
5	W-F		7A-9A	TODAY	:30	\$550.00	09/05-09/07	3	1	3	\$1,650.00	
				Buyline Comment: TODAY								
6	M-TU		7A-9A	TODAY	:30	\$550.00	09/10-09/11	2	1	2	\$1,100.00	
				Buyline Comment: TODAY								
7	TU		9A-10A	TODAY II	:30	\$200.00	09/11-09/11	1	1	1	\$200.00	
				Buyline Comment: TODAY II								
8	W-F		9A-10A	TODAY II	:30	\$200.00	09/05-09/07	2	1	2	\$400.00	
				Buyline Comment: TODAY II								

Rep Order#	6832077	Ver#	2	Status	Returned
EC'd	Yes				

Traffic Order# 104412

Printed: 07/18/2012 2:37 PM  
Last Received: 07/12/2012 4:06 PM  
Showing Buylines: All Lines

**Station** KSNV-TV LAS VEGAS, NV.  
**Advertiser** ( ) HELLER FOR SENATE  
**Product** HELLER FOR SENATE  
**Estimate#**  
**Buyer** NEIL WILLIAMS  
**Phone#**  
**Fax#**

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3299 K STREET NW SUITE #200  
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Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/05-09/07	3	1	3	\$600.00	
	10	M-TU	10A-11A	Buyline Comment: TODAY III	:30	\$200.00	09/10-09/11	2	1	2	\$400.00	
	11	M-TU	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/10-09/11	2	1	2	\$550.00	
	12	W-F	12P-1230P	Buyline Comment: NEWS	:30	\$275.00	09/05-09/07	3	1	3	\$825.00	
	13	W-F	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/05-09/07	3	1	3	\$900.00	
	14	M-TU	3P-4P	Buyline Comment: PHIL	:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
	15	M-TU	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/10-09/11	2	1	2	\$700.00	
	16	W-F	4P-430P	Buyline Comment: NEWS	:30	\$350.00	09/05-09/07	3	1	3	\$1,050.00	
	*17	W-F	430P-5P	Buyline Comment: NEWS Station Remark: V2 1X NA 9/5 DT NFL	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
	18	M-TU	430P-5P	Buyline Comment: NEWS	:30	\$450.00	09/10-09/11	2	1	2	\$900.00	
	19	M-TU	5P-630P	Buyline Comment: NEWS	:30	\$725.00	09/10-09/11	4	1	4	\$2,900.00	

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**Product** HELLER FOR SENATE

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3299 K STREET NW SUITE #200  
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Agency C/P1/P2/E  
Flight Dates  
Hiatus Weeks

<b>Salesperson Phone#</b>	215-568-6540
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	*20	W-F	5P-630P	5P-630P	:30	\$725.00	09/05-09/07	6	1	6	\$4,350.00	
			Buyline Comment: NEWS									
			Station Remark: V2 1X NA 9/5 DT NFL									
	21	M-TU	630P-7P	630P-7P	:30	\$725.00	09/10-09/11	2	1	2	\$1,450.00	
			Buyline Comment: JEP									
	*22	W-F	630P-7P	630P-7P	:30	\$725.00	09/05-09/07	3	1	3	\$2,175.00	
			Buyline Comment: JEP									
			Station Remark: V2 1X NA 9/5 DT NFL									
	*23	W-F	7P-730P	7P-730P	:30	\$725.00	09/05-09/07	3	1	3	\$2,175.00	
			Buyline Comment: WHEEL									
			Station Remark: V2 1X NA 9/5 DT NFL									
	24	M-TU	7P-730P	7P-730P	:30	\$725.00	09/10-09/11	2	1	2	\$1,450.00	
			Buyline Comment: WHEEL									
	25	M-TU	730P-8P	730P-8P	:30	\$400.00	09/10-09/11	2	1	2	\$800.00	
			Buyline Comment: FACE									
	*26	W-F	730P-8P	730P-8P	:30	\$400.00	09/05-09/07	3	1	3	\$1,200.00	
			Buyline Comment: FACE									
			Station Remark: V2 1X NA 9/5 DT NFL									
	27	TH	11P-1135P	11P-1135P	:30	\$750.00	09/06-09/06	1	1	1	\$750.00	
			Buyline Comment: NEWS									
	28	M	11P-1135P	11P-1135P	:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
			Buyline Comment: NEWS									
	29	SA-SU	11P-1135P	11P-1135P	:30	\$750.00	09/08-09/09	2	1	2	\$1,500.00	
			Buyline Comment: NEWS									

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	30	SA	6A-7A	NEWS	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	31	SA	5P-630P	NEWS	:30	\$350.00	09/08-09/08	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	32	SU	7A-8A	SUN TODAY	:30	\$625.00	09/09-09/09	1	1	1	\$625.00	
				Buyline Comment: SUN TODAY								
	33	SU	515P-830P	SNFL	:30	\$8,000.00	09/09-09/09	1	1	1	\$8,000.00	
				Buyline Comment: SNFL								
	34	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	09/09-09/09	1	1	1	\$200.00	
				Buyline Comment: SPORTS NIGHT								

**--REPORT TOTALS--**  
 Report Totals: 78 / \$43,625.00

**--SALES MONTHLY TOTALS--**  
 Sep 12: 78 / \$43,625.00  
 Sales Totals: 78 / \$43,625.00  
 Station Totals: 78 / \$43,625.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--						
Market Totals	\$150,431	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

**--COMPETITIVE COMMENTS--**  
 NEW ORDER  
 EST SHARES

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Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE